

The Bachelor thesis Applied graphic work of the painter Jiří Balcar aims to discover and summarize Balcar's applied work throughout his life. The thesis is divided into two main parts: the first deals with the layout of books and periodicals, the second one looks at the design of film posters. The chapter on designing the book outlines the problem of illustration. The main focus of this study was to find a connection between Balcar's paintings and applied art. The same way as in Balcar's graphics and paintings, he goes through applied arts from expressionist depiction of a man in the city over lettristic Decrees to abstraction. After 1965 he returns again to figuration and to a man, surrounded by artifacts, referring to the modern contemporary world. However, in addition to this broad similarity, making posters and some graphic design publications shows another dimension of his work that does not appear in the paintings and graphics. This thesis is primarily a monograph; the Czech environment and the global context had to be completely removed due to the limited scope of this work.